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ABSTRACT

The news photo content in randomly selected issues of "Time" and "Newsweek" for the years 1940, 1960, and 1980 was analyzed to document the degree of media change, if any, that occurred. A comparison was made of the number of male and female newsmakers, the roles these newsmakers portrayed, and the magazine departments in which they appeared. Results showed that women were infrequently pictured in the two newsmagazines in all roles except those of artist/entertainer and spouse and in all departments except Entertainment and People. The few females depicted as professionals often held stereotypical occupations. No significant change was found in the portrayal of females in the two newsmagazines over the 40 year period in spite of significant changes in society. (Author/HOD)

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The Minimal Image of Women in Time and Newsweek, 1940-1980

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This study analyzed the photo content in randomly selected issues of Time and Newsweek for the years 1940, 1960 and 1980. It compared the number of identified male and female newsmakers, the roles these newsmakers portrayed, and the departments in which they appeared. Results showed that women were infrequently pictured in the two newsmagazines in all roles except those of artist/entertainer and spouse and in all departments except Entertainment and People. The few females depicted as professionals often held stereotypical occupations. No significient change was found in the portrayal of females in the two newsmagazines over the 40-year period of study in spite of significant changes in society.

This paper prepared for presentation to the Magazine Division, Association for Education in Journalism and Mass Communication, Memphis, TN, August 5, 1985.

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The Minimal Image of Women in Time and Newsweek, 1940-1980

By Mary L. Matthews and Carol Reuss

As the women's rights movement gained strength in the late 1960s and early 1970s, there was increased interest in the study of sex roles in the mass media. Television programs and commercials were analyzed to see how women were portrayed and so were print advertising, magazine articles and newspaper photographs and cartoons. The evidence indicated that the mass media presented stereotyped images of women, that traditional roles persisted in spite of societal change.

Research is sparse, however, how women newsmakers have been presented in the print media. This study was done to document the degree of media change, if any, in the period of history in which female societal roles experienced major changes. It examines the roles portrayed by male and female newsmakers in two national newsmagazines in selected years.

This study follows the methodology used by Miller (1975) to analyze news photo content, with several differences. Miller examined two eastern and western metropolitan newspapers; this study examines selected issues of Time and Newsweek from 1940, 1960 and 1980. It compares the number of male and female newsmakers, the roles these newsmakers portrayed, and the magazine departments in which they appeared.

The years were selected for analysis of trends over time because they were election years and the latter two were Olympic years, among other factors. It was assumed that women who were active in politics or in sports on a national scale would more likely be in the news

during those years. The year 1940 was just prior to the United States entry into World War II, during which time many women entered the work force; 1960 preceded the mid-decade women's rights movement. It was theorized that newsmagazines of those two years would provide a good standard of comparison to the magazines of 1980, a year well after the 1970s period of increased sensitivity to women's issues.

Time and Newsweek were selected for analysis because they are the two oldest and most popular newsmagazines that mirror and interpret events of importance to the nation. In a study by Weiss (1974, p. 1) these magazines were cited as the magazines most frequently used by leaders of American political and economic institutions, persons who shape events and national policy and also public opinion.

The issues to be analyzed were selected by randomly assigning the numbers 1, 2, 3 or 4 -- indicating the first, second, third or fourth issue -- to each month. The issues (weeks) remained constant throughout the years studied.

Newsmakers were tallied in one of ten role categories: 1) politician/public official, 2) professional, 3) sports figure, 4) entertainer, 5) socialite/celebrity, 6) activist/advocate, 7) criminal, 8) human interest, 9) spouse, 10) other. Definitions of roles (Table 1) were based on Miller (1975) with these differences. The "entertainer" category includes "artists" and the "professional" classification is for persons employed primarily in the military, business or industry. This was done to give clearer definition to these two different occupational groups. Where role category was

difficult or impossible to specify from the photo or cutline, classification was based on the accompanying article. Newsmakers shown in head shots and identified only by name were put into the role category most appropriate to the reason for their being in the news.

Persons not cited in captions, such as spectators or passersby, and the following types of content were not counted: 1) persons under 13 years of age, 2) standing photos of columnists, 3) photos in sections (i.e., Letters to the Editors) that preceded the table of contents, 4) likenesses of historical figures used to add interest (i.e., in book review sections).

Departments in Time and Newsweek that became too numerous for convenient analysis were grouped into ten generic departments (Table 2). In 1940 and 1960 the magazines had comparable standard departments. In 1980 each introduced new departments, such as Law (Time), Justice (Newsweek), Living (Time), Life/Style (Newsweek), Behavior and Energy (Time). These were assimilated into similar generic departments insofar as was logical. The remaining departments were combined under the heading, Miscellaneous.

For ease of analysis of trends, data from the two newsmagazines were combined and percentages were calculated on the totals for the years.

Like Miller's study before it, this one indicates only the content of photographs, not news stories or headlines. It cannot claim to indicate newsmagazine content. Photo contents

reflect the judgment of editors and artists, who may select photos on the basis of graphic interest and/or availability. However, as Miller said, "photos are among the first news items to catch the reader's eye, and they often help to establish the context or the frame of reference in which the reader interprets the accompanying story. A photo may catch the eye of a reader who doesn't read the accompanying story (p. 71)." Hence, the importance of photographs in reader socialization.

In the 72 issues sampled, 3,493 photos of newsmakers were tallied, 1,866 in Time and 1,627 in Newsweek. The total number of photographs increased steadily over the time period studied, probably a reflection of improved technology. The number of photos in Time outnumbered those in Newsweek in 1940 and 1960, but Newsweek had a substantial increase in photos of newsmakers in 1980.

Over the years studied, pictured female newsmakers increased in numbers but not in percentages of all newsmakers. There were 92 female newsmakers in Time in 1940 (17 percent), 127 in 1960 (19 percent), and 126 in 1980 (19 percent). In Newsweek, there were 82 female newsmakers in 1940 (23 percent), 98 in 1960 (21 percent), 159 in 1980 (20 percent).

The lowest percentage of female newsmakers (16.8 percent in Time) and the highest (22.6 percent in Newsweek) occurred in 1940. In 1960 and 1980 both newsmagazines pictured close to 20 percent women. Overall, coverage in these two mgazines scarcely changed over the 40-year period. Male newsmakers outnumbered females by a ratio of 5:1 in Time and 3:1 in Newsweek in 1940 and by 4:1 in both magazines in 1960 and 1980.

In Time and Newsweek photos, men clearly predominated lin all roles except those of spouse and other and in all departments except Entertainment and People in the three years studied. In the roles most often portrayed by men, the male to female ratio ranged from 2:1 (artist/entertainer) to 149:1 (politician). These results parallel those obtained by Miller, who found that in newspapers men predominated in all roles except spouse and other and inall sections except Lifestyle (1972, p. 72).

ROLES

Because of the similarity of results in this study of news-magazines, and in order to simplify the analysis, data were combined as shown in tables 3 and 4. From these data, it is apparent that when women were pictured in Time and Newsweek from 1940 through 1980, they were most often seen as artists/entertainers (range: 19.5 to 35.1 percent of females pictured) or as spouses (range: 17.8 to 29.9 percent of females pictured). These roles were closely followed by socialite/celebrity (range: 8.1 to 14.7 percent of females pictured). Women were less frequently seen in the roles of politician (5.6 to 7.6 percent), professional (3.6 to 9.1 percent), activist/advocate (3.1 to 8.0 percent), and human interest (3.5 to 12.6 percent). They were seldom pictured as sports figures (1.7 to 5.3 percent) or criminals (0.4 to 1.1 percent).

More than half of the newsmakers shown in the roles of spouse and other were female. Females were 77 to 83.9 percent of all spouses and 45.5 to 70.3 percent of all newsmakers tallied as "other." Females were approximately one-fourth to one-third

of all newsmakers tallied as artist/entertainer, socialite/celebrity, activist/advocate, and human interest. In all other categories, women most often accounted for less than 10 percent of all newsmakers pictured.

In their most frequent role, artist/entertainer, women were most often actresses or authors. In their next most frequent role they were wives of politicians or professionals, or celebrities who made the news because of marriage or divorce. The same was true of men in the artist/entertainer or spouse categories, although men were much less frequently shown in these roles.

Female socialites/celebrities were film stars or wives of politicians engaged in social activities, "best dressed" women, and an occasional beauty queen. Women in the "other" category were usually relatives of male political, human interest or criminal newsmakers.

Female politicians were often foreign or royal heads of state. Two 1940 Newsweek articles described a female candidate for president on the Greenback Party ticket and several women who constituted the entire local government of Hillsboro, Alabama. While the study did not analyze word content, both of the articles emphasized the novelty of the roles. Other photos in the newsmagazines showed bias in reporting female political activities. Delegates to a national women's Democratic Party convention were photographed to show their legs (Time, May 13, 1940). A story on a national meeting of the League of Women Voters (Newsweek, May 13, 1940) included a photo of the lost and found board rather than the delegates. The September 5, 1960, issue of Time, however, contained a four-

page feature on women in politics that focused on Maine's senate race in which two capable women were opponents.

Female professionals had limited, often stereoptyed occupations. In 1940, photos were of a Georgia woman who started a cottage industry making bedspreads, a student, a fashion designer, a journalist, and a newspaper "copy girl" hired to replace a drafted male employee. In 1960, photos showed a teacher, a fashion designer, a film casting agent, a secretary, a student, a nun, and Emily Post at work on her book of etiquette. Female professionals filled a wider variety of positions in 1980 and, in some cases, had a bit more prestige. Pictured in 1980 were four journalists, four teachers, a nun, a fashion designer, a psychologist, a psychiatrist, an economist, a television news show "hostess," a fired NBC network executive, the head of a modeling agency, a CIA agent, a presidential campaign adviser, and the owner a professional football team. There was one Chinese worker. A feature on women in the military failed to identify any of the women pictured so these female professionals were not counted.

Female sports figures were ice skaters, runners, swimmers, tennis players, a dog trainer and a horseback rider.

Female criminals included a Mexican nun who was jailed on charges of dealing with the occult and another woman who, with her husband, was convicted of contempt of court for failing to allow her dying son to receive chemotherapy. The latter woman could possibly have been counted in the human interest category and her husband in the human interest or professional categories.

From this summary of roles, it is apparent that females often were pictured in trivial or stereotypical activities and

that many times the activities were treated as interesting but unimportant (i.e., the subjects of photos were not named).

DEPARTMENTAL DISTRIBUTION

Women were most often seen in Time and Newsweek in the Entertainment/Arts and People departments, as stage and screen stars, singers, authors and socialites. These departments were followed by the National and International news departments, where women were usually the wives of politicians; infrequently were they politicians. Women in show business accounted for some of those in Business. In education, male newsmakers were usually college or university presidents; females were teachers or students. Females in the 1980 Miscellaneous department grouping were largely in the Life/Style articles. They were almost invisible in the Science and Religion departments. In fact, no women appeared in Science in the 1940 issues analyzed.

Data for departmental distributions are summarized in tables 5 and 6. From the analysis of the department tabulations, it is apparent that both Time and Newsweek concentrated heavily on national and international news, most of which was political. Great attention was given to entertainment and the arts, and newsmakers whose roles placed them in these departments were often the subject of stories in the People department. A secondary emphasis was placed on business as a component of national affairs.

In this study the majority of both male and female newsmakers were in these five departments but only in the People department did females ever account for even close to half of the newsmakers.

In Entertainment/Arts, women were from one-fourth to one-third of the pictured newsmakers. In the National and International departments, females ranged from a low of 7.5 percent to a high of 16.9 percent of the pictured newsmakers. In Business the range was 6.2 to 16.6 percent.

Again, it is obvious that males most often were the actors in national affairs in these two magazines. Women's activities were scarcely newsworthy, it would seem, and when they were they fell into the "lighter" categories of news -- entertainment and society.

TRENDS OVER TIME

Looking at the photo content of Time and Newsweek, it is difficult to discern any real change in the portrayal of female newsmakers over time. Roles most often portrayed by women in 1940 were those most often portrayed in 1980 -- the stereotypical roles of spouse and artist/entertainer. But, careful analysis of the various roles portrayed, one by one, indicates some change. Over the 40-year period there were slight gains by women pictured in the active roles of professional, sports figure and artist/entertainer.

Women in professional roles comprised 6.9 percent of female newsmakers pictured in 1940. The percentage dropped to 3.6 in 1960 but rose to 9.1 in 1980, still not near the proportion of women actually employed in professional positions.

Females pictured as sports figures rose from 1.7 percent in 1940 to 5.3 percent in 1960 and 2.1 percent in 1980. Statistics on the actual participation by women in sports are difficult to obtain for comparison. Information Please Almanac lists 31

female winners of 1980 Olympic events and 61 women among 468 named American sports personalities. Time and Newsweek pictured six women and 50 men sports figures in the 1980 issues analyzed.

Women in the artist/entertainer category rose from 19.5 percent in 1940 to 31.6 percent in 1960 and 35.1 percent in 1980.

There was a decrease in the number of women in the spouse category from nearly 30 percent in 1940 to approximately 18 percent in both 1960 and 1980. Likewise, in the human interest category the female percentages dropped from 12.6 in 1940 to 4.4 percent in 1960 and 3.5 percent in 1980.

In the 1940 issues of Time and Newsweek, 5.7 percent of the pictured women were political figures. This percentage rose by two points in 1960 and returned to approximately the 1940 level in 1980, a curious phenomenon given the increase in political participation by women in the 1970s and 1980s.

When women became newsmakers in their own right, they were most frequently pictured in the Entertainment and People departments. The frequency of females here held nearly constant at approximately 24 percent in 1940 and 1960 and rose to 29.8 percent in 1980.

An exception to the rather static departmental distribution of women is in the Business department. Here more than 13 percent of female newsmakers were represented in 1960 and 2.8 percent in 1980. The drop may be the result of editorial direction. In 1940 and 1960 the female newsmakers in the Business department were apt to be wives or daughters of

industrialists, principals in show business or fashion design, or celebrities. In 1980 fewer females were depicted in such roles and women were seldom featured in business related stories.

In Science women went from total lack of representation in 1940 to 12.5 percent in 1980. The two female scientists in 1980, a psychologist and a psychiatrist, were pictured to illustrate a new technology described in an article, not as newsmakers.

In light of previous mass media sex role research it is not surprising to find that women are depicted in stereotyped roles in the major newsmagazines, that there has been a small but significant change in the reporting of women's activities over the 40-year period, 1940-1980, but that this change lags behind changes in the roles occupied by women in society.

Evidence indicates that Time and Newsweek attempt to report items of broad interest. They have added departments on lifestyle and justice, they have featured phenomena such as suburbia and commuters, they have emphasized leisure-time information and entertainment. But, regardless of these changes, analysis of photographs in the two newsmagazines indicates that males are deemed more important newsmakers than females.

Time and Newsweek editors, it would seem from this research, have not accepted change in the status and roles of women and their publications show it. They have not afforded women many opportunities to be recognized for their achievements. Readers of the two newsmagazines, many of whom shape events, national policy and public opinion, may have been influenced by what the newsmagazines have published or failed to publish. This can be an area for additional study.

A companion study of 1980 issues of Ms. indicates some differences in the coverage of women newsmakers. In Ms. most of the women included in photographs of newsmakers were in professional (34.9 percent), activist/advocate (31.2 percent) or artist/entertainer (20.6 percent) roles. Even in the latter two, the focus was heavily professional; those newsmakers worked in national or state feminist organizations or earned their living as writers or as professional craftswomen).
In the artist/entertainer role category, Ms. newsmakers were more often creators and crafters than performers, as in the two weekly newsmagazines.

A secondary emphasis in Ms. is politics and in 1980 6 percent of the female newsmakers pictured were political figures. These included high-level elected state officials as well as a U.S. Congresswoman, the director of the Congressional budget office and two Cabinet members.

# #

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Table 1. Definitions of role categories (after Miller 1979)

Politician/Public official:	portrayed in an official capacity as the holder of any elective, appointive or salaried administrative position in federal, state or local government, or as a candidate for any such elective or appointive office. Includes salaried and unsalaried elective and appointive administrative positions; judges; all foreign political officials, military leaders of nations. Does not include superintendents of schools; police chiefs; salaried, nonadministrative staff (= professional) or campaign staff (= professional or advocate); socializing or leisure activities.
Professional:	portrayed in some professional or vocational role. Includes military troops and officers; students engaged in academic activities; voluntary application of skills by which the person normally earns a living in a nonpaying situation as a public service. Does not include public officials, sports figures, artists or entertainers.
Sports figure:	portrayed in a professional or non-professional sports activity. Includes coaches; trainers; recreational sports. Does not include nonathletic activities by sports celebrities (i.e., socializing, advocacy); team owners or commissioners (= professional).
Artist/Entertainer:	portrayed engaged in professional or nonprofessional entertainment. Includes directors; producers; recreational performances; artists in all artistic media; actors; authors. Does not include nonentertainment activities by entertainment celebrities (i.e., socializing, advocacy); broadcast news persons (= professional).
Socialite/Celebrity:	portrayed engaged in personal recreation, leisure, socializing. Includes beauty contestants and queens; celebrities not engaged in professional activities; attendance at fund-raising social events (charity balls, fashion shows, etc.). Does not include strictly nonrecreational political campaign activities; behind-the-scenes charity work if the charity is clearly specified (= advocacy); leisure sports activities.
Activist/Advocate:	portrayed as a spokesperson, representative or volunteer for some special interest cause, and/or as having deliberately thrust oneself into the public eye or sought publicity for oneself or a cause via a staged event, speech or other activity. Includes strikers; litigants; endorsements for products; proselytes. Does not include ordained ministers, priests or rabbis (= professional); "accidental" or human interest newsmakers "discovered" by the media; public service volunteers who apparently did not seek publicity; professionals who serve as spokespersons for their employer-clients (i.e., labor leaders, lawyers).
Criminal:	portrayed as arrested for, charged with or convicted of breaking the law. Includes persons in custody; on trial. Does not include witnesses or persons not formally charged with a crime.
Human interest:	portrayed as falling into none of the above categories, and as having been discovered by the media without deliberate intention and as having become newsworthy for one's own activities. Includes accident victims; families of accident victims; witnesses; jurors. Does not include persons portrayed as having sought publicity for themselves or special interest causes; spouses of newsmakers; testimony regarding activities related to the person's professional role (= professional).
Spouse:	portrayed as a newsmaker's spouse; or as making news by getting engaged, married or divorced. Includes brides; politicians' spouses; newsmakers or celebrities getting married or divorced. Does not include socialite/celebrity portrayals of politicians' spouses.
Other:	portrayed in a role other than those described above. Includes other relatives of newsmakers (i.e., parents or children); persons portrayed as props for objects (i.e., fashion models, models holding new products or publicizing events).

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Table 2. Definitions of departments

Department	Contents
National News	National Affairs, Election, National Defense, Campaign '60, special sections on political figures
International	Foreign News, International, Hemisphere, World War, The Americas
Entertainment/ The Arts	Cinema, Movies, Television, Radio, Books, Music, Theater, The Arts, Fine Art, Dance
Business	Economics and Finance, Business, Show Business, The Press, Fourth Estate, Architecture, Labor, Agriculture, Energy
Education	Section so designated
Religion	Section so designated
People	People, Newsmakers, Transition
Science	Science, Medicine, Space and Atom, Behavior
Sports	Section so designated
Miscellaneous	Law, Justice, Living, Life/Style

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Table 3. Roles portrayed by newsmakers in *Time* and *Newsweek*: trends over time by percent of men in various roles

1940 male	1940 female	1960 male	1960 female	1980 male	1980 female
Politician/Public official					
(N=220) 29.9%	(N=10) 5.7%	(N=314) 34.9%	(N=17) 7.6%	(N=479) 40.8%	(N=16) 5.6%
Professional					
(N=247) 33.6%	(N=12) 6.9%	(N=293) 32.6%	(N=8) 3.6%	(N=241) 20.5%	(N=26) 9.1%
Sports figure					
(N=44) 6.0%	(N=3) 1.7%	(N=51) 5.7%	(N=12) 5.3%	(N=50) 4.2%	(N=6) 2.1%
Artist/Entertainer					
(N=95) 12.9%	(N=34) 19.5%	(N=134) 14.9%	(N=71) 31.6%	(N=199) 17.0%	(N=100) 35.1%
Socialite/Celebrity					
(N=29) 3.9%	(N=16) 9.2%	(N=32) 3.6%	(N=33) 14.7%	(N=40) 3.4%	(N=23) 8.1%
Activist/Advocate					
(N=34) 4.6%	(N=14) 8.0%	(N=21) 2.3%	(N=7) 3.1%	(N=31) 2.6%	(N=16) 5.6%
Criminal					
(N=5) 0.7%	(N=2) 1.1%	(N=18) 2.0%	(N=1) 0.4%	(N=35) 3.0%	(N=3) 1.1%
Human interest					
(N=38) 5.2%	(N=22) 12.6%	(N=15) 1.7%	(N=10) 4.4%	(N=65) 5.5%	(N=10) 3.5%

1940 male	1940 female	1960 male	1960 female	1980 male	1980 female
Spouse					
(N=12) 1.6%	(N=52) 29.9%	(N=12) 1.3%	(N=40) 17.8%	(N=10) 0.9%	(N=53) 18.2%
Other					
(N=12) 1.6%	(N=10) 5.7%	(N=11) 1.2%	(N=26) 11.6%	(N=23) 2.0%	(N=33) 11.6%
Totals					
(N=736) 100.0%	(N=174) 100.3%	(N=900) 100.0%	(N=225) 100.1%	(N=1173) 99.9%	(N=285) 100.0%

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Table 4. Roles portrayed by newsmakers in *Time* and *Newsweek*: trends over time by percent of all newsmakers in various roles

	1940 male	1940 female	1960 male	1960 female	1980 male	1980 female
Politician/Public official	(N=230) 95.7%	4.3%	(N=331) 94.9%	5.1%	(N=495) 96.8%	3.2%
Professional	(N=259) 95.4%	4.6%	(N=300) 97.3%	2.7%	(N=267) 90.3%	9.7%
Sports figure	(N=47) 93.6%	6.4%	(N=63) 81.0%	19.0%	(N=56) 89.3%	10.7%
Artist/Entertainer	(N=129) 73.6%	26.4%	(N=305) 65.6%	34.4%	(N=299) 66.6%	33.4%
Socialite/Celebrity	(N=45) 64.4%	35.6%	(N=65) 49.2%	50.8%	(N=63) 63.5%	36.5%
Activist/Advocate	(N=48) 70.8%	29.2%	(N=28) 75.0%	25.0%	(N=47) 66.0%	34.0%
Criminal	(N=7) 71.4%	28.6%	(N=19) 94.7%	5.3%	(N=38) 92.1%	7.9%
Human interest	(N=60) 63.3%	36.7%	(N=25) 60.0%	40.0%	(N=75) 86.7%	13.3%
Spouse	(N=64) 18.8%	81.3%	(N=52) 23.1%	77.0%	(N=62) 16.1%	83.9%
Other	(N=22) 54.5%	45.5%	(N=37) 29.7%	70.3%	(N=56) 41.1%	58.9%

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Table 5. Departmental distribution of newsmakers in Time and Newsweek: trends over time by percent of sex

1948 male	1948 female	1968 male	1968 female	1980 male	1980 female
National					
(N=186) 25.3%	(N=37) 21.3%	(N=236) 26.2%	(N=48) 21.3%	(N=448) 38.2%	(N=73) 25.6%
International					
(N=133) 18.1%	(N=19) 10.9%	(N=190) 21.1%	(N=17) 7.6%	(N=233) 19.9%	(N=19) 6.7%
Entertainment/The Arts					
(N=122) 16.6%	(N=42) 24.1%	(N=123) 13.7%	(N=56) 24.9%	(N=167) 14.2%	(N=85) 29.8%
Business					
(N=121) 16.4%	(N=15) 8.6%	(N=151) 16.8%	(N=30) 13.3%	(N=122) 10.4%	(N=8) 2.8%
Science					
(N=23) 3.1%	(N=0) 0	(N=48) 5.3%	(N=2) 0.9%	(N=14) 1.2%	(N=2) 0.7%
Religion					
(N=23) 3.1%	(N=1) 0.6%	(N=33) 3.7%	(N=5) 2.2%	(N=18) 1.5%	(N=1) 0.4%
Education					
(N=15) 2.0%	(N=9) 5.2%	(N=22) 2.4%	(N=2) 0.9%	(N=10) 0.9%	(N=5) 1.8%
Sports					
(N=42) 5.7%	(N=4) 2.3%	(N=50) 5.6%	(N=13) 5.8%	(N=43) 3.7%	(N=5) 1.8%

1948 male	1948 female	1968 male	1968 female	1980 male	1980 female
People					
(N=71) 9.6%	(N=47) 27.0%	(N=47) 5.2%	(N=52) 23.1%	(N=101) 8.6%	(N=62) 21.8%
Miscellaneous					
				(N=17) 1.4%	(N=25) 8.8%
Totals					
(N=736) 99.9%	(N=174) 100.0%	(N=900) 100.0%	(N=225) 100.0%	(N=1173) 100.0%	(N=285) 100.2%

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Table 6. Departmental distribution of newsmakers in Time and Newsweek: trends over time by percent of department

1940 male	1940 female	1960 male	1960 female	1980 male	1980 female
National News					
(N=223) 83.4%	16.6%	(N=284) 83.1%	16.9%	(N=521) 86.0%	14.0%
International					
(N=152) 87.5%	12.5%	(N=207) 91.8%	8.2%	(N=252) 92.5%	7.5%
Entertainment/The Arts					
(N=164) 74.4%	25.6%	(N=179) 68.7%	31.3%	(N=252) 66.3%	33.7%
Business					
(N=136) 89.0%	11.0%	(N=181) 83.4%	16.6%	(N=130) 93.8%	6.2%
Science					
(N=23) 100.0%	0	(N=50) 96.0%	4.0%	(N=16) 87.5%	12.5%
Education					
(N=24) 62.5%	37.5%	(N=24) 91.7%	8.3%	(N=15) 66.7%	33.3%
Religion					
(N=24) 95.8%	4.2%	(N=38) 86.8%	13.2%	(N=19) 94.7%	5.3%
Sports					
(N=46) 91.3%	8.7%	(N=63) 79.4%	20.6%	(N=48) 89.6%	10.4%
People					
(N=118) 60.2%	39.8%	(N=99) 47.5%	52.5%	(N=163) 62.0%	38.0%

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